

PRIVATE SCHOOLS MAKING THE DECISION



SPONSOR CONTENT DEADLINE: Thursday, December 15, 2022
STANDARD BRAND AD DEADLINE: Wednesday, January 11, 2023
MATERIAL DUE: Friday, January 20, 2023
PUBLICATION DATE: Friday, February 10, 2023

INVESTMENT: INTEGRATED CONTENT OR CONTRACT RATES APPLY

The open houses have been attended, the questions have been asked and the entrance exams have been completed. Now, with approval notifications reaching parents of prospective students, caregivers are making the decision on which school their child will attend.

To assist those still-undecided Moms and Dads, The Globe and Mail will publish Private Schools – Making the Decision. In this special feature, readers will find guidelines on how to evaluate school attributes such as academic structure, curriculum, pandemic safety measures, athletic programs, cost, teaching methods, and more.

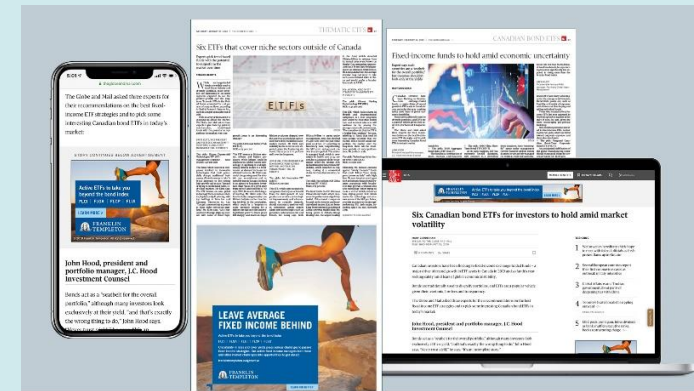
Customized sponsor content is available, speak to your Account Manager for more information.

For additional information, contact

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INTEGRATED CONTENT FEATURES

Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. Produced by Globe Content Studio.



PRINT: National Edition
637,000 WEEKDAY
PRINT READERS
Source: Vividata Spring 2022,
National, A14+

PRINT/DIGITAL: National Edition
5,860,000 WEEKLY
PRINT/DIGITAL READERS
Source: Vividata Spring 2022,
National, A14+

Integrated Content Features – Advertising Rates (National)

ADVERTISING OPTIONS

Integrated Content Features are offered as bundled advertising packages across print and digital media.

PRINT

- YOUR CHOICE OF AD SIZE
- Advertising space can consist of brand and/or client sponsor content.
 - Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.

INTEGRATED CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE OR RELEVANT SECTION

DIGITAL

- IMPRESSIONS delivered as
 - 50% 300x600 audience engagement units with advertiser logo above article link
 - 50% 300x250 big box + 728x90 leaderboard advertiser brand ads
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

INTEGRATED CONTENT ARTICLES WILL APPEAR IN PARTNER SECTION

NATIONAL

FULL PAGE + DIGITAL	\$19,200
TWO-THIRDS (2/3) PAGE + DIGITAL	\$17,000
HALF (1/2) PAGE + DIGITAL	\$14,000
THIRD (1/3) PAGE+ DIGITAL	\$10,800
QUARTER (1/4) PAGE + DIGITAL	\$9,000
BANNER*	\$4,000
EIGHTH (1/8) PAGE*	\$3,200

* Digital impressions not included

ALL RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS HAVE ONE MONTH DELIVERY. DELIVERY TIMES AND ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS

RATES ARE NET, AGENCY FEES ARE ADDITIONAL.